

# Contract User Guide for PRF60

## Statewide Contract PRF60, Advertising, Marketing and Event Planning Services

UPDATED: 03/20/2018

<b>Contract #:</b>	PRF60
<b>MMARS MA #:</b>	PRF60*
<b>Initial Contract Term:</b>	3/1/2015 to 2/28/2018
<b>Maximum End Date:</b>	One option to renew up to one year
<b>Current Contract Term:</b>	3/1/2018 to 2/28/2019
<b>Contract Manager:</b>	Sorraia Tavares, 617-720-3304, Sorraia.Tavares@State.MA.US
<b>This Contract Contains:</b>	Small Business Purchasing Program, Supplier Diversity Office (SDO) Businesses, Prompt Payment Discount Program and Vendor Appraisal Management Form.
<b>UNSPSC Codes:</b>	80-14-15      Market Research 82-14-15      Art Design Services 80-14-00      Marketing and Distribution

\*The asterisk is required when referencing the contract in the Massachusetts Management Accounting Reporting System (MMARS).

### Table of Contents:

(NOTE: To access hyperlinks below, scroll over desired section and CTL + Click)

- [Contract Summary](#)
- [Contract Categories](#)
- [Benefits and Cost Savings](#)
- [Find Bid/Contract Documents](#)
- [Who Can Use This Contract](#)
- [Subcontractors](#)
- [Construction Requirements](#)
- [Pricing, Quotes and Purchase Options](#)
- [Instructions for MMARS Users](#)
- [Environmentally Preferable Products](#)
- [Contract Exclusions and Related Statewide Contracts](#)
- [Emergency Services](#)
- [Shipping/Delivery>Returns](#)
- [Additional Information/FAQ's](#)
- [Performance and Payment Time Frames Which Exceed Contract Duration](#)
- [Strategic Sourcing Team Members](#)
- [VENDOR LIST AND INFORMATION](#)

**TIP: To return to the first page throughout this document, use the CTL + Home command.**

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/2018

Page 1 of 15

## Contract Summary

Contract awards for any of the five categories below involve concept to finish for each project.

The **five PRF60 Contract Categories** are:

**Category I-Web-Based, Social & Emerging Media Services includes:**

- Web-based
- Social media
- Any other emerging media platform

**Category II-Creative Services includes:**

- Art & Graphic Design
- Commercial Photography
- Video Production

**Category III-Marketing Services includes:**

- Marketing
- Advertising
- Public Relations

**Category IV-Event Planning & Event Support Services includes:**

- Event Planning
- Event Support

**Category V- Integrated Marketing Services includes:**

- Must include all services offered under Categories I-IV, above. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.

**Services Available**, but not limited to:

- Structuring Marketing Programs • Production Design • General Design • Creative Development & Production
- Media Planning • Media Buying\* • Medium Monitoring • Translating Advertising Goals & Strategies into effective media buys and schedules • Promotion Development & Implementation Assistance • Campaign Web Design • Direct Marketing & Social Media Marketing • Earned Media (graphic design & copy editing) • Development of Market Research & Strategies • Situational Analysis • Market Summary & Analysis • SWOT Analysis (Strength, Weakness, Opportunity & Threat) • Financial Analysis including budgets & forecasts • Control Mechanisms with Implementation Milestones • Organization & Contingency Plans • Public Service Announcements (PSAs) • Coordinating, Organizing, Producing & Executing Events & Functions • Securing

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 2 of 15

Support Services for Conducting a Campaign, Graduation Ceremonies & Engaging Convention Support Personnel and/or Services.

## Contract Categories

This contract includes 5 categories of as Advertising, Marketing and Event Planning Services listed below:

- Category 1: Web-Based, Social & Emerging Media
- Category 2: Creative Services: Arts & Graphic Design, Commercial Photography & Video Production
- Category 3: Marketing Services: Marketing, Advertising & Public Relations
- Category 4: Event Planning & Event Support
- Category 5: Integrated Marketing Services

## Benefits and Cost Savings

Statewide contracts are an easy way to obtain benefits for your organization by leveraging the Commonwealth's buying power, solicitation process, contracting expertise, vendor management and oversight, and the availability of environmentally preferable products.

- Encourages a partnership between vendor and engaging entity for best value.
- Aggregating projects and volume can be established with vendor for common themes and best value.
- Summarizing department needs in a Statement of Work can effectively allow for ceiling prices to be negotiated based on an identified volume not known during the State bid process.
- Pricing Sheet includes additional discounts offered by most of the vendors on the contract.
- Many SDP Plans are inclusive of subcontractors qualified to support a department for services under this contract and also allows for a department to meet their SDP annual benchmarks.
- Vendors have clients who are small and large and have a local and national presence.
- Awarded vendors' business profiles are available for purchasing entities to review.
- Contract documents are located in one central location in COMMBUYS.
- Vendor Appraisal Management Form (VAMF) allows users of the contract to appraise vendors' performance on specific projects.

## Find Bid/Contract Documents

- All common contract documents including the Contract User Guide, RFR, Price Files and other attachments visit [www.COMMBUYS.com](http://www.COMMBUYS.com), above documents are located in the "Conversion Vendor" Master Blanket Purchase Order (MBPO) for PRF60 and can be accessed directly by visiting [PO-15-1080-OSD01-OSD10-00000003562](#)
- To link directly to the MBPO for PRF60 Category 1, visit [PO-15-1080-OSD01-OSD10-00000003553](#)
- To link directly to the MBPO for PRF60 Category 2, visit [PO-15-1080-OSD01-OSD10-00000003558](#)
- To link directly to the MBPO for PRF60 Category 3, visit [PO-15-1080-OSD01-OSD10-00000003559](#)
- To link directly to the MBPO for PRF60 Category 4, visit [PO-15-1080-OSD01-OSD10-00000003560](#)
- To link directly to the MBPO for PRF60 Category 5, visit [PO-15-1080-OSD01-OSD10-00000003561](#)

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 3 of 15



## Who Can Use This Contract

### Applicable Procurement Law

Executive Branch Goods and Services: MGL c. 7, § 22; c. 30, § 51, § 52; 801 CMR 21.00; Applicable Procurement Law: MGL c. 7, § 22; c. 30, § 51, § 52; 801 CMR 21.00

### Eligible Entities

Please see the standard list of Eligible Entities on our [Who Can Use Statewide Contracts](#) webpage.

01. Cities, towns, districts, counties and other political subdivisions;
02. Executive, Legislative and Judicial Branches, including all Departments and elected offices therein;
03. Independent public authorities, commissions and quasi-public agencies;
04. Local public libraries, public school districts and charter schools;
05. Public Hospitals, owned by the Commonwealth;
06. Public institutions of high education;
07. Public purchasing cooperatives;
08. Non-profit, UFR-certified organizations that are doing business with the Commonwealth;
09. Other states and territories with no prior approval by the State Purchasing Agent required; and
10. Other entities when designated in writing by the State Purchasing Agent.

## Subcontractors

The awarded vendor's use of subcontractors is subject to the provisions of the Commonwealth's Terms and Conditions and Standard Contract Form, as well as other applicable terms of this Statewide Contract.

## Pricing, Quote and Purchase Options

### Purchase Options

The purchase options identified below are the only acceptable options that may be used on this contract:

**Purchase Options:** Purchases made through this contract will be direct outright purchases. All elements of the project's creation through the use of Commonwealth funds are owned by the Commonwealth except where prior ownership has been established. Commonwealth departments should be made aware of such exceptions.

### Quotation Requirements:

Quotes must be obtained for all engagements that exceed \$10,000.00

### Multiple Quotes Requirement

If the contract value is estimated to exceed \$10,000.00, the Commonwealth and its eligible entities must solicit multiple written quotes by creating a solicitation enabled release requisition in COMMBUYS, against the appropriate distributor model Master Blanket Purchase Order(s) for the PRF60 contract. Eligible entities must

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 4 of 15

develop a written Statement of Work and attach it to the COMMBUYS release requisition. The engagement/project will be awarded to the vendor deemed most responsive to the Statement of Work as evaluated by the awarding authority.

There is no quote requirement for projects with an estimated total price that is less than \$10,000.00. In this instance, the Commonwealth and its eligible entities must ensure a sound business practice and award the contract to the responsible PRF60 pre-qualified vendor that meets the project specifications outlined in the Statement of Work (SoW). Any work awarded under this method may not subsequently add tasks that exceed the \$10,000.00 threshold.

#### **Compensation Structure/Pricing & Expenses:**

- Compensation Structure/Pricing The compensation structure for PRF60 contract is according to individual projects as described and agreed to in the SoW and the accepted bidder response. Awarded vendors are required to provide specific and transparent prices in all responses to bid quotation requests.

- *Project Pricing:* Costs under PRF60 must be determined through project-based compensation. Pricing sheet on the contract includes an up-to ceiling rate for each job classifications under the contract.

- Most engagements will not be bid at the ceiling rate. Eligible entities will determine the format in which quotations for their specific project will be collected. Vendors are expected to be competitive with each project and must provide a detailed and transparent budget related to the scope of services to be completed. Eligible entities and awarded PRF60 vendors may negotiate project rates as part of the bid process. Negotiated project rates may be published by the eligible entities as part of the bid records in COMMBUYS.

- *Hourly Rates:* Engagements that are limited in scope, time and value might be best quoted on an hourly rates approved under this contract.

**Note:** Regardless of the bid response be sure to include the number of edits or corrections allowed without an additional charge and what the charge will be after that level is reached. These changes are known as Artists Adjustments, AA's, Edits, Corrections, Changes, etc., but the SOW must be clear.

- Buying Power relates to the media buying relationship that a vendor has within the communication market which Commonwealth entities may benefit from by receiving greater discounts and savings.

- Quotes/Statements of Work (SOW) The SoW will identify deliverables as well as a vendor's industry experience that will be leveraged for lower rates e.g. media rates, frequency, placement, or positioning.

- Pricing Sheets as well as other contract documents are uploaded in COMMBUYS under the PRF60 Master Blanket Purchase Order (MBPO) with the following COMMBUYS Short Description: **PRF60 Bid/Contract Docs: RFR, Contract User Guide, Pricing, PPD, Vendor Appraisal Management Form, etc.**

The MBPO under is **PO-15-1080-OSD01-OSD10-00000003562**.

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 5 of 15



• **Prompt Payment Discount (PPD)**: is a discount for early payment of invoices presented to the Commonwealth for payment processing. Absent a PPD a vendor will be paid at 45 days. However, there are instances where goods are purchased for an entity that is at cost, without a profit margin and thus has no PPD applicable, see below.

- **Prompt Payment Discount (PPD) – Non Application:**

Offered Prompt Payment Discounts will be applicable to all pricing related items on the project excluding instances when a vendor is requesting payments for services provided by a third party, but is in full compliance with an order/request from the eligible entity that is using the contract.

Prior approval must be received from the eligible entity that is requesting services.

Examples include media placement or other services and commodities where there is no commission or markup percent with the invoice showing the cost advanced by the vendor such as:

- Printing
- Fulfillment charge – postage, mailings etc.
- NET Paid Media – not gross media, but the amount of the media buy that the agencies must pay directly to the vendor (TV Station/Radio Station etc.) The net media is not subject to the 1% prompt payment, but the fee the agency charges the Commonwealth to plan and place the buy is – that is usually referred to as Gross Media.
- Stock Photography
- Event-Related Expenses such as venue costs, food, A/V

For such items in which PPD is not applicable, the vendor must provide a separate document that includes an explanation for the PPD exclusion, and submit it to the eligible entity in order to avoid PPD being applied to those services. Invoices should be separate from those having the PPD applicable with the following printed on the invoice “PROMPT PAYMENT DISCOUNT NOT APPLICABLE.”

**Invoicing:** All bills/invoices must minimally include:

- Assignment name.
- Hours billed/invoiced and Statewide Contract hourly rate or portion of project billed:
- *Hourly rate:* Identify account manager or other vendor agent and applicable hourly rate.
- *Project based:* Identify portion of project billed and balance remaining, but not an average rate.
- Supporting documents must accompany billing/invoicing received by an engaging entity.

## Vendor Appraisal Management Form (VAMF)

In order to maintain their status as an active vendor under this contract, PRF60 pre-qualified vendors will be subject to user evaluation through an established Vendor Appraisal Management tool for each engagement.

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 6 of 15

Eligible Entities will assess the awarded vendor's quality of performance and rate it against Key Performance Indicators. The following are the established criteria for VAMF:

- Quality & Competency
- Compensation Structure
- Delivery of Services
- Buyer Satisfaction/Customer Commitment

PRF60 vendors are subject to at least one user evaluation per project. The SSST will review completed vendor VAMFs periodic basis in order to make a determination as to whether or not a particular vendor will maintain its active status under this contract.

### Pricing Options

The compensation structure for PRF60 RFR is according to individual projects as described and agreed to in the SoW and the accepted bidder response.

- **Ceiling/Not-to-Exceed:** PRF60 vendors have provided a "not-to-exceed" contract rates (posted in COMMBUYS) however, most engagements will not be bid at the ceiling rate. Eligible entities will determine the format in which quotations for their specific project will be collected. PRF60 vendors are expected to be competitive with each project and must provide a detailed and transparent budget related to the scope of services to be completed.

### Product/Service Pricing and Finding Vendor Price Files

Pricing Sheets as well as other contract documents are uploaded in COMMBUYS under the PRF60 Master Blanket Purchase Order (MBPO) with the following COMMBUYS Short Description: PRF60 Bid/Contract Docs: RFR, Contract User Guide, Pricing, PPD, Vendor Appraisal Management Form, etc.

The MBPO number is [PO-15-1080-OSD01-OSD10-00000003562](#).

### Setting up a COMMBUYS Account

COMMBUYS is the Commonwealth's electronic Market Center supporting online commerce between government purchasers and businesses. If you do not have one already, contact the COMMBUYS Help Desk to set up a COMMBUYS buyer account for your organization: (888)-627-8283 or [COMMBUYS@state.ma.us](mailto:COMMBUYS@state.ma.us).

*Per **801 CMR 21.00**, Executive Branch Departments must use established statewide contracts for the purchase of commodities and services. Specifically, Executive Departments are required to use OSD's statewide contracts, including designated statewide contracts, if available, for their specific commodity and service needs. Exceptions will only be permitted with prior written approval from the Assistant Secretary for Operational Services, or designee.*

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 7 of 15





## Quick Search in COMMBUYS

Log into COMMBUYS, and use the Search box on the COMMBUYS header bar to locate items described on the MBPO or within the vendor catalog line items. Select Contract/Blanket or Catalog from the drop-down menu.

## How to Purchase From the Contract

- **Solicit quotes and select and purchase quoted item in COMMBUYS**

How to Purchase From PRF60 Solicitation Enabled MBPOs through COMMBUYS:

Once Logged into COMMBUYS, select DOCUMENTS > REQUISITIONS > NEW

- General Tab
  - o In the drop-down menu for Requisition Type, be sure to select "Release."
  - o On the right hand side, select solicitation enabled.
- Items Tab- This Tab will allow you to search and add items from any of the five PRF60 MBPOs; however, items can only be selected from a single MBPO at a time per requisition. Please follow the instructions and see below for a list of all five MBPOs.
  - o Select Search Items and click the + to open Advance Search fields.
  - o Type "PRF60" into the Description field and Find It.
  - o Review the Item Description to identify the correct PRF 6 MBPO service category and area of expertise.
  - o Select and add Quantity for the category and service area of expertise. Please Note that items can only be selected from one MBPO at a time per requisition.
  - o Click Add to Req. & Exit.
  - o For each line item added to the Requisition you will need to add the estimated Project or Hourly Catalog Price/Unit Cost. To do so, click Enter Info.
  - o Select vendors to quote under the Distributors Tab.
  - o Please follow the quote requirements when selecting vendors under the vendor sub tab.
- Address Tab
  - o Enter the Bill To and Ship To address for the Purchasing Entity.
- In the Attachment Tab, you will need to attach the following:
  - o Statement of Work.
  - o Any other bid document (s) at your discretion.
- Summary Tab
  - o Review your Solicitation Enabled Release Requisition.
  - o Send for Approval.

This COMMBUYS functionality provides a mechanism to easily obtain quotes, as specified by the Contract. The buyer would create a Release Requisition, and then convert it to a Bid. After approval by the buyer approving officer, the bid is then sent to selected vendors to request quotes

For a description of how to complete this purchase in COMMBUYS, visit the [Job Aids for Buyers](#) webpage, and select:

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 8 of 15





- The *COMMBUYS Purchase Orders* section, and choose the *How to Create a Solicitation Enabled Bid Using a Release Requisition* job aid or one of the quick reference guides.

## Obtaining Quotes

Contract users should always reference PRF60 when contacting vendors to ensure they are receiving contract pricing. Quotes, not including construction services, should be awarded based on best value.

For a full description of how to complete a quote in COMMBUYS visit the [Job Aids for Buyers](#) webpage, and select:

- The *COMMBUYS Purchase Orders* section, and choose the *How to Create a Solicitation Enabled Bid Using a Release Requisition* job aid.

## Additional Services

### Instructions for MMARS Users

MMARS users must reference the MA number in the proper field in MMARS when placing orders with any contractor. Contact the Comptroller Help and Support Desk at 617-973-2468 or via email at [Comptroller.Info@state.ma.us](mailto:Comptroller.Info@state.ma.us) for additional support.

### Emergency Services

Many statewide contracts are required to provide products or services in cases of statewide emergencies. [ML - 801 CMR 21](#) defines emergency for procurement purposes. Visit the [Emergency Contact Information for Statewide Contracts](#) list for emergency services related to this contract.

## Additional Information/FAQs

### Geographical Service Area

PRF60 contract serves all geographic service area in the Commonwealth of Massachusetts.

### Other Discounts

- **Prompt Pay Discounts:** A discount given to the buyer if paid within a certain time period. These discounts may be found in the [Vendor List and Information](#) section below. All discounts offered will be taken in cases where the payment issue date is within the specified number of days listed by vendor and in accordance with the Commonwealth's Bill Paying Policy. Payment days will be measured from the date goods are received and accepted / performance was completed OR the date an invoice is received by the Commonwealth, whichever is later to the date the payment is issued as an EFT (preferred method) or mailed by the State Treasurer. The date of payment "issue" is the date a payment is considered "paid" not the date a payment is "received" by a Contractor.

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 9 of 15



## Performance and Payment Time Frames Which Exceed Contract Duration

All agreements for services entered into during the duration of this Contract and whose performance and payment time frames extend beyond the duration of this Contract shall remain in effect for performance and payment purposes for a maximum time of twelve (12) calendar months. No written agreement shall extend more than 12 months beyond the current contract term of this Statewide Contract as stated on the [first page](#) of this contract user guide. No agreements for services may be executed after the Contract has expired.

## Memorandum of Understanding/Statement of Work

*Sample Statement of Work is available as an attachment in COMMBUYS under the conversion MBPO.*

## Distributor Model Master Blanket Purchase Orders (MBPOs)

Refer to [www.COMMBUYS.com](http://www.COMMBUYS.com)

- Click on “Advanced Search” to search by “Document Type.”
- Select “Contract/ Blankets.”
- Type in “PRF60” in the “Contract/ Blankets Description” search field to find the distributor model Master Blanket Purchase Orders (MBPOs) for MBPOs listed below:

<a href="#">PO-15-1080-OSD01-OSD10-00000003553</a>	PRF60 Category I Web-Based, Social & Emerging Media Services: Includes All Vendors For This Category
<a href="#">PO-15-1080-OSD01-OSD10-00000003558</a>	PRF60 Category II Creative Services: Arts & Graphic Design, Commercial Photography & Video Production
<a href="#">PO-15-1080-OSD01-OSD10-00000003559</a>	PRF60 Category III Marketing Services: Marketing, Advertising & Public Relations
<a href="#">PO-15-1080-OSD01-OSD10-00000003560</a>	PRF60 Category IV Event Planning & Event Support: Includes All Vendors For This Category
<a href="#">PO-15-1080-OSD01-OSD10-00000003561</a>	PRF60 Category V Integrated Marketing Services- Full Service Vendors Only

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 10 of 15

# Contract User Guide for PRF60

## Strategic Sourcing Team Members

- |                        |      |
|------------------------|------|
| • Charles Caron        | DPH  |
| • Christopher MacIsaac | EEA  |
| • David Moore          | VET  |
| • John Jacob           | DPH  |
| • Katherine McDougall  | CHIA |
| • Karan DiMartino      | WIC  |
| • Omar Cabrera         | DPH  |
| • Sorraia Tavares      | OSD  |

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/2018

Page 11 of 15

# Contract User Guide for PRF60

## Vendor List and Information\*

Vendor	Master Blanket Purchase Order #	MMARS Vendor Code and Vendor Line	Contact Person	Phone #	Email	Categories	Discounts (PPD)	MBE MBE WBE Veteran
Allen Roche Group	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000152212 Vendor Line 1	Laura Roche	978-304-4110	laura@argmail.com	Cat. 1, 2, 3	5% 10 days; 4% 15 days; 3% 20 days; 2% 30 days	Yes
Marketing Doctor, Inc.	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000658371 Vendor Line 23	Janet Casey	413-896-0800	janet@mymarketingdoctor.com	All	2% 10 days; 1.5% 15 days; 1% 20 days; .5% 30 days	Yes
Rain Castle Communications INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000181323 Vendor 18	Paul Regensburg	617-553-5170	pregensburg@raincastle.com	Cat. 1, 2, 3	0% 10 days; 0% 15 days; 2% 20 days; 0% 30 days	No
Argus Communications INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000188071 Vendor Vendor Line 2	Caitlin Dodge	617-261-7676 ex 206	caitlin@thinkargus.com	All	1.5% 10 days; 1% 15 days; .5% 20 days; 0% 30 days	No
Buyer Advertising INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000160250 Vendor Line 10	Charles Buyer	857-404-0860	cbuyer@buyerads.com	Cat. 1, 2, 3	.75% 10 days; .5% 15 days; 0% 20 days; 0% 30 days	Yes

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/2018

Page 12 of 15



OPERATIONAL SERVICES DIVISION

Vendor	Master Blanket Purchase Order #	MMARS Vendor Code and Vendor Line	Contact Person	Phone #	Email	Categories	Discounts (PPD)	MBE MWBE Veteran
Carroll Communications	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000629361 Vendor Line 11	Marc Carroll	617-657-0679	mcarroll@carrollcommunications.net	Cat. 1, 2 ,4	1% 10 days; .5% 15 days; 0% 20 days; 0% 30 days	Yes
Causemedia INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000184047 Vendor Line 3	Judith C. Haber	617-558-6850, Ext 13	jhaber@moreadvertising.com	All	0% 10 days; 0% 15 days; 0% 20 days; 1% 30 days	Yes
Communicate Health INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000498800 Vendor Line 7	Xanthi Scrimgeour	413-582-0425	xanthi@communicatehealth.com	All	1% 10 days; 1% 15 days; 0% 20 days; 0% 30 days	No
Denterlein Worldwide	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000189521 Vendor Line 12	Diana Pisciotta	617-482-0042	dpisciotta@denterlein.com	Cat. 1, 2 ,3	6% 10 days; 5% 15 days; 4% 20 days; 3% 30 days	Yes
Fuseideas LLC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000420517 Vendor Line 4	Dennis Franczak	617-776-5800	dfranczak@fuseideas.com	All	5% 10 days; 4% 15 days; 3% 20 days; 2% 30 days	Yes
Geovision INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000174976 Vendor Line 5	Juan Mandelbaum	617.926.5454, ext. 104	juanm@geovisiononline.com	All	2% 10 days; 1% 15 days; 1% 20 days; 0% 30 days	Yes

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 13 of 15



OPERATIONAL SERVICES DIVISION

Vendor	Master Blanket Purchase Order #	MMARS Vendor Code and Vendor Line	Contact Person	Phone #	Email	Categories	Discounts (PPD)	MBE MWBE Veteran
Health Resources in Action	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000158359 Vendor Line 6	Karen Schoneman	617-279-2240, ext. 221	kschoneman@hria.org	All	1.5% 10 days; 1% 15 days; 1% 20 days; .5% 30 days	No
John Snow INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000512524 Vendor Line 17	Liesl Lu	617-482-9485	liesl_lu@jsi.com	Cat. 1, 2	1% 10 days; 1% 15 days; 1% 20 days; 1% 30 days	No
KHJ Integrated Marketing INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000171954 Vendor Line 14	Cliff Dobbyn	(617) 241-8000 ext. 145	cdobbyn@khj.com	All	2% 10 days; 2% 15 days; 0% 20 days; 0% 30 days	Yes
Lindsay Hill Design	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000778213 Vendor Line 22	Lindsay Hill	617-886-0255	lindsay@lindsayhilldesign.com	Cat. 2	5% 10 days; 4% 15 days; 3% 20 days; 2% 30 days	No
Opus Design LLC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000770280 Vendor Line 19	Lily Robles	617-460-2563	lrobles@opusdesign.us	Cat. 2	3% 10 days; 3% 15 days; 3% 20 days; 3% 30 days	No
Pellet Productions, INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000645414 Vendor Line 16	Anthony Manupelli	(781) 670-9911	amanupelli@pelletproductions.com	Cat. 2, 3	2% 10 days; 2% 15 days; 1% 20 days; 0% 30 days	No

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 14 of 15



OPERATIONAL SERVICES DIVISION

Vendor	Master Blanket Purchase Order #	MMARS Vendor Code and Vendor Line	Contact Person	Phone #	Email	Categories	Discounts (PPD)	MBE MWBE Veteran
Regina Villa Associates	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000176359 Vendor Line 13	Nancy Farrell	617-357-5772	nfarrell@reginavilla.com	Cat. 1, 2, 3, 4	1% 10 days; 1% 15 days; 1% 20 days; 0% 30 days	Yes
SDG Direct dba Shields Design Studio	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000492389 Vendor Line 21	MARY SHIELDS	508-732-9903	mary@shieldsdesignstudio.com	Cat. 1, 2	3% 10 days; 2% 15 days; 1% 20 days; 0% 30 days	Yes
Small Army INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC0000179410 Vendor Line 8	Jeffrey Freedman	617-450-0000	jfreedman@smallarmy.net	All	3% 10 days; 2% 15 days; 1% 20 days; 0% 30 days	No
Solomon McCown & Company INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000240117 Vendor Line 9	Ashley McCown	617-695-9555	amccown@solomonmccown.com	All	2% 10 days; 1.5% 15 days; 1% 20 days; 0% 30 days	No
The Rendon Group INC	<a href="#">PO-15-1080-OSD01-OSD10-00000003562</a>	VC6000249454 Vendor Line 20	Elle Faust	617-912-3801	efaust@rendon.com	All	2% 10 days; 1.5% 15 days; 1% 20 days; .5% 30 days	No

\*Note that COMMBUYS is the official system of record for vendor contact information.

\*\* [The Conversion Vendor MBPO is the central repository for all common contract files.

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

Updated: 03/20/18

Page 15 of 15